

REP HEADLINE# 6183753 TRF# 321742
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 215-564-1206
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 215 564 1103
CREDIT RISK !!!
HARRIS REPORT FROM REP
CHANGES
SEP4/12 12.17
*** WPXI-TV ***

ADV # 13160 ADV. NAME POLI/K ROTHFUS/R/CON/PA

AGY # 03469 AGY. NAME STRATEGIC MEDIA PLACEMENT

7669 STAGERS LOOP

DELAWARE, OH 43015

ORDER # CONTRACT # 6183753

REP. # OFF. # 18 SALESMAN #
BUYER NAME WHITNEY EVERSOLE
SALES PRSN WA- CHERYL BLAIR

PRDCT KEITH ROTHFUS EST#2409 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT1/12 NOV6/12 WK-6

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP4/12 12.17

REP: TO NSM/NSA
FR LINDSEY FOR CHERYL
M2 OK
TTLS \$106,500
PLEASE CONFIRM, THANKS!

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
57	S		1135P-1205A	30		\$1,700.00	10/7	10/7	0		SUN	0
57	S		1135P-1205A	30		\$1,700.00	10/21	10/21	0		SUN	0
57	S		1135P-1205A	30		\$1,700.00	10/28	10/28	0		SUN	0
57	S		1135P-1205A	30		\$1,700.00	11/4	11/4	0		SUN	0

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 2409

PROGRAM : NEWS

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CHANGES

SEP4/12 12.17
*** WPXI-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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60	A		1130A-1235A	30		\$1,700.00	10/7	10/7	1		SUN	1
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PROGRAM : NEWS
ORD COM1 : TIME CHG
ORD COM2 : SPTS ARE BOOKED- THX JEN
THIS IS A MAKE-GOOD FOR OCT7 ON LINE-57 FOR 1 SPOT/WK
THIS IS A MAKE-GOOD FOR OCT21 ON LINE-57 FOR 1 SPOT/WK
THIS IS A MAKE-GOOD FOR OCT28 ON LINE-57 FOR 1 SPOT/WK
THIS IS A MAKE-GOOD FOR NOV4 ON LINE-57 FOR 1 SPOT/WK

61	A		1130A-1235A	30		\$1,700.00	10/21	10/21	1		SUN	1
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PROGRAM : NEWS
ORD COM1 : TIME CHG
ORD COM2 : SPTS ARE BOOKED- THX JEN
PART OF A MAKEGOOD MADE UP OF LINES 60-63

62	A		1130A-1235A	30		\$1,700.00	10/28	10/28	1		SUN	1
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PROGRAM : NEWS
ORD COM1 : TIME CHG
ORD COM2 : SPTS ARE BOOKED- THX JEN
PART OF A MAKEGOOD MADE UP OF LINES 60-63

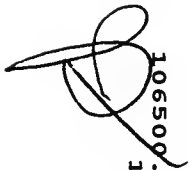
63	A		1130A-1235A	30		\$1,700.00	11/4	11/4	1		SUN	1
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PROGRAM : NEWS
ORD COM1 : TIME CHG
ORD COM2 : SPTS ARE BOOKED- THX JEN
PART OF A MAKEGOOD MADE UP OF LINES 60-63

STATION MAKEGOOD OFFERS:
M2 OK'D BUY#57 MISSED: SUN/1135P-1205A (AUG30/12)
SUN/1135P-1205A 30S \$1,700.00
SUN/1135P-1205A 30S \$1,700.00
SUN/1135P-1205A 30S \$1,700.00
OFFER: SUN/1130A-1235A 30S \$1,700.00
& SUN/1130A-1235A 30S \$1,700.00
& SUN/1130A-1235A 30S \$1,700.00
OCT21 30S \$1,700.00
OCT28 30S \$1,700.00
NOV4 30S \$1,700.00
CMT: TIME CHG
CMT: SPTS ARE BOOKED- THX JEN

OCT/12 69100.00 NOV/12 37400.00

CONTRACT TOTAL 106500.00
TOTAL SPOTS 124



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CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP SEP4/12 12.17
*** WPXI-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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MARKET TOTALS \$342,403 WPXI 26% KDKA 34% WTAE 25% WPGH 13% CABL 0% WPCW 2% WPMY 0%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP: TEL# 215-564-1206 FAX# 215 564 1103
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM STATION AUG30/12 15.32
REP HEADLINE# 6183753 TRF# 321742 *** WPXI-TV ***
\$\$\$ MOD# 0: APPROVED REV #3 \$\$\$

ADV # 13160 ADV. NAME POLI/K ROTHFUS/R/CON/PA REP. # OFF. # 18 SALESMAN #
AGY # 03469 AGY. NAME STRATEGIC MEDIA PLACEMENT BUYER NAME WHITNEY EVERSOLE
7669 STAGERS LOOP SALES PRSN WA- CHERYL BLAIR
DELAWARE, OH 43015
ORDER # CONTRACT # 6183753 CLASS: NATL. LOCAL REGIONAL
PRDCT KEITH ROTHFUS EST#2409 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES OCT1/12 NOV6/12 WK-6
CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG30/12 15.32

REP: TO JEN
FR CHERYL
RVSD LINE 35'S TP
TTL SAME
PLS CNF THANKS

STA: CXL M1. ALREADY COMPLETED
CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

STATION MAKEGOOD OFFERS:
M2 UNRESL BUY#57 MISSED: SUN/1135P-1205A OCT7 30S \$1,700.00 (AUG30/12)
SUN/1135P-1205A OCT21 30S \$1,700.00
SUN/1135P-1205A OCT28 30S \$1,700.00
SUN/1135P-1205A NOV4 30S \$1,700.00
OFFER: SUN/1130A-1235A OCT7 30S \$1,700.00
& SUN/1130A-1235A OCT21 30S \$1,700.00
& SUN/1130A-1235A OCT28 30S \$1,700.00
& SUN/1130A-1235A NOV4 30S \$1,700.00
CMT: TIME CHG
CMT: SPTS ARE BOOKED- THX JEN

CONTRACT TOTAL 106500.00
TOTAL SPOTS 124